MEDIA KIT · 2026

Sama Al Azzawi

Family & Lifestyle Creator
Parenting Educator · Speaker

Houston-based. Bilingual. Trusted by Arabic-speaking families for more than eight years.

Motherhood Club
SAMA ALAZZAWI



Meet Sama.

Sama Al Azzawi is a Houston-based mother of two, a parenting educator and the founder of Motherhood Club. For more than eight years she has shared honest stories, practical parenting insight and trusted recommendations with Arabic-speaking families, in Arabic and English.

> *Products are never just featured. They are placed inside real family life, so families can see the value for themselves.*

8+	1M+	10K+	AR/EN
YEARS CREATING	COMBINED FOLLOWERS	FAMILIES SUPPORTED	BILINGUAL



Trusted on screen and in the classroom.

Al Sharqiya
Parenting expert guest

Al Rasheed TV
Parenting expert guest

Sky News Arabia
Parenting expert guest

Wasat TV
Parenting expert guest

Stanford Online
Certificate in Child Development: Behavior and Mental Health

Founder, Motherhood Club
Workshops, courses, consultations and a membership community serving 10,000+ families



A community of over 1 million.

INSTAGRAM
718K
followers

FACEBOOK
193K+
followers

TIKTOK
136K+
followers

COMBINED
1M+
followers

INSTAGRAM PERFORMANCE · LAST 30 DAYS

2.5M
content views

63K
average views per Reel

5.5%
Reel engagement rate

4.8%
feed post engagement rate

Instagram insights, Oct 19 to Nov 17, 2026. Engagement rate = interactions ÷ accounts reached. Updated insights and campaign analytics are available on request.

A trusted connection with families.

PRIMARY AUDIENCE	**Arabic-speaking mothers, parents and families**
CORE AGE	**25–44**
LANGUAGES	**Arabic and English**
GLOBAL REACH	**Families in 40+ countries, including Arab families living in the US, Canada and Europe**

Instagram audience insights, November 2026. Gender share among followers who report a gender.

86% WOMEN

52% AGED 25–34

AUDIENCE INTERESTS

- Family lifestyle
- Parenting
- Education
- Travel & destinations
- Wellness
- Home & living
- Food & dining
- Culture

A bridge to Arabic-speaking families.

01

Trust

Eight years of consistent, honest content and a loyal community that acts on her recommendations.

02

Bilingual production

Content written and filmed in Arabic and English, so one partnership can reach two audiences.

03

Based in the US

Houston-based and available for on-site shoots, events and family travel across the United States.

04

Expert storytelling

A parenting educator who explains why a product matters to family life, not just what it is.

05

Ready for your channels

UGC and multi-platform content built to run on your own accounts, website and ads.

Partnerships that feel useful to families, true to Sama's voice and valuable to the brand.

Motherhood Club
SAMA ALAZZAWI

Life with kids, in every dimension.

01

Family lifestyle

Everyday moments, routines and rituals.

02

Family travel

Trips designed with families in mind.

03

Local experiences

Places worth discovering in Houston and beyond.

04

Wellness

Realistic wellbeing for busy parents.

05

Home & living

The tools that make family homes work.

06

Food & dining

Meals, treats and family gatherings.

07

Kids & education

Learning through play and structure.

08

Parenting

Conscious, connected and culturally aware.

Content that connects and converts.



01

Authentic experience

Real moments, honestly told.



02

Family storytelling

Stories grounded in daily life.



03

Product demonstration

Clear, useful, hands-on reviews.



04

Educational integration

Expert insight woven in.



05

Destination coverage

Travel through a family lens.



06

UGC & ambassadorship

Ongoing content for brand channels.

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Ways we can work together.

CONTENT FORMATS

- Sponsored Instagram Reels
- TikTok videos
- Facebook video content
- Instagram Story packages
- Product demos & reviews
- UGC for brand channels

LOCAL & LIFESTYLE

- Local attractions & experiences
- Restaurants & family dining
- Hotels & family travel
- Events & activations
- Wellness & healthy living
- Home & technology

BRAND & COMMUNITY

- Children’s products & education
- Bilingual campaigns (AR + EN)
- Giveaways
- Brand ambassadorships
- Affiliate partnerships
- Long-term partnerships

Every partnership is customized to the brand’s goals, audience, platforms and campaign length.

Speaking & education.

In Arabic & English

Based in Houston, Texas

In person & virtual

COLLABORATION TYPES

- Keynote & guest speaking
- Panel discussions
- Podcast & media interviews
- Parent education workshops
- School & community events
- Brand-sponsored events
- Family & wellness events
- Customized training programs

SUGGESTED TOPICS

- Parenting without yelling or threats
- Understanding children's behavior
- Raising children between two cultures
- Building strong parent–child relationships
- Boundaries with love and firmness
- Realistic wellness for busy mothers
- Creating a more balanced family life
- Navigating modern family life with confidence

10 · CONTACT

Let’s create something meaningful.

Every partnership is tailored to the brand’s goals. Rates and packages are shared on request.

TO GET A PROPOSAL, PLEASE SHARE

- Brand and product or service
- Campaign goals and target audience
- Platforms and deliverables
- Timeline and launch dates
- Usage rights or paid ads, if needed

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